

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2024
(Third Semester)

Branch - BUSINESS ADMINISTRATION (LOGISTICS)

BUSINESS COMMUNICATION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Informal communication is otherwise known as ----- communication.
(i) Lateral (ii) Visual
(iii) Horizontal (iv) Grapevine
- 2 Which of these types of listening is followed by skilled listeners?
(i) Evaluative listening (ii) Focused listening
(iii) Attentive listening (iv) Empathetic listening
- 3 A collection letter is associate with -----
(i) Debtors (ii) Creditors
(iii) Company (iv) Customers
- 4 The minute books are the ----- book of the company
(i) Subsidiary (ii) Statutory
(iii) Obligatory (iv) Secondary
- 5 ----- reports are prepared and presented at regular and prescribed intervals
(i) Informal reports (ii) Special reports
(iii) Periodic reports (iv) Non-periodical reports

SECTION – B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 (a) List out the process of communication.
OR
(b) Point out the characteristics of business communication.
- 7 (a) Explain the barriers of writing in written communication.
OR
(b) Examine the barriers of listening.
- 8 (a) What are the causes of complaint letter in business communication?
OR
(b) How do you write an email?
- 9 (a) Explain the internal and external corporate communication.
OR
(b) What is an office order in business communication?
- 10 (a) Discuss the types of reports.
OR
(b) Discuss the different types of group discussion.

Cont...

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 (a) Discuss the different forms of business communication.
OR
(b) Enumerate the principles of business communication.
- 12 (a) Explain the different types of arguments in business communication.
OR
(b) Analyze the barriers of listening in business communication.
- 13 (a) Draft an office stating opening of a new branch with launching of new product.
OR
(b) Write a letter of complaint against salesman who often visit your business place and disturb you.
- 14 (a) What is minutes of meeting? Explain its types.
OR
(b) State the objectives of corporate communication.
- 15 (a) Write an application letter for the post of Assistant professor in commerce with minimum 10 years of experience.
OR
(b) Discuss the different types of visual aids.

Z-Z-Z

END